

Extra! Extra! CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

- *Fresno City College hosts “Chalk it Out!” event to reduce mental health stigma and raise awareness about available services*
- *Mental Health Stigma Reduction roundtable convened in Los Angeles Oct 29*

Hotshots (funded by CalMHSA)

Fresno City College Hosts Chalk it Out: *Fresno City College hosted a “Chalk It Out!” event on October 9, 2012 as part of the National Day without Stigma. The objectives were to bring attention to the issue of stigma associated with mental health, share information about the newly formed Active Minds Club on Fresno City College’s campus and provide students, faculty and staff with resources about mental health services available on campus and within the community.*

The event was a success. An estimated 2,565 individuals participated. The Fresno City College Active minds chapter gained new members and students requested services with the department. Please see the following link for pictures from this successful event:
<http://bit.ly/UEY768>

Mental Health Stigma Reduction Roundtable Took Place in Los Angeles:

On October 29, 2012, the Los Angeles County Department of Mental Health, in collaboration with United Advocates for Children and Families, hosted the first CalMHSA-sponsored Community Mental Health Stigma Roundtable in Los Angeles. Dr. Marv Southard, DMH Director, opened the meeting to 60 officials, family members, CalMHSA partners, and community-based organizations for the purpose of crafting evidence-based community interventions to reduce stigma and discrimination.

In the News

CalMHSA, CMHDA, and the San Francisco Suicide Prevention Center coordinated with Mental health advocate, Kevin Hines to submit "Mental Health Prevention a Wise Investment," to the San Francisco Chronicle in response to the paper's editorial, "Mentally Ill Miss Out On Prop. 63 funds." The response was published on Monday, November 12. Days prior, the AdEase Directing Change project was featured in Scoop San Diego. Both pieces can be read here: <http://calmhsa.org/in-the-news/articles/>

Prevention and Early Intervention Reaching Communities Across the State

CalMHSA Program Partners Collaborate to Promote Directing Change PSA Contest:

CalMHSA partners are collaborating with AdEase to help promote the Directing Change PSA contest. A statewide effort to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote the mental health and wellness of students, the contest encourages students to create and submit their own PSAs about stigma reduction and suicide prevention. The winning teams and their associated schools will win cash prizes, qualify to win suicide prevention programs for their schools and will be recognized at an award ceremony at the end of the 2012-13 school year. Visit the Directing Change website here: www.directingchange.org

You can help spread the word!

- Share information about the contest with your social media network
- Join the event on Facebook. **Directing Change Video Contest:** <http://www.facebook.com/events/469769359702457/>
- Let us know about opportunities to present information about the contest
- Provide us with your mailing address to receive hard copies of the promotional materials.

Contact Jana Sczersputowski for more information jana@directingchange.org

We Need Your Participation – Project Launches to Develop Communication Tools on Prevention and Early Intervention (PEI) at State and Local Level-

Survey and other Key Information and Dates to be Distributed to Counties on November 19: Mental Health Departments across the state have expressed the need for brochures that explain MHSA PEI programs. CalMHSA is supporting this effort through a communications project that includes a statewide brochure in English and Spanish, 17 regional or local county brochures, and a PEI portal website where counties can update communication tools for local use. CalMHSA developed this approach with input from member counties.

Counties are being asked to assist with the regional brochure content by completing a simple online survey designed to use information already supplied in MHSA annual plan updates. In addition, the survey solicits consumer, family

and stakeholder success stories to be featured in the brochures. The survey will be distributed to counties on November 19. A webinar will be hosted on November 28 at 3 p.m. to further describe the project and to answer any questions from county staff. The deadline to submit the completed survey is December 17.

Down the Pipeline

Student Mental Health Policy Workgroup (SMHPW) Meeting in Sacramento Nov 30, 2012